

OTHER HELPFUL INFORMATION

Who Should Attend:

Certified Nursing Assistants, Home Care Aides, Patient Care Techs, Hospice, Rehabilitation, and Medication Aides, Personal Care/Support Workers and ALL the employers, consumers, educators, advocates, policy makers, and families who support direct care workers! You are welcome to bring guests.

What to Wear:

Direct care workers are asked to **wear scrubs** or other work attire, and all others to wear business casual. No jeans please.

FREE “Care Gap” T-SHIRTS:

The first 75 attendees will receive a free “Care Gap” shirt that can be worn to the Capitol. Shirts are made possible by private donations.

Know Who Your State Legislators Are!

You can find your State Senator and Representative by visiting this link www.legis.state.ia.us/FindLeg/ and simply typing in your address. If you need assistance in finding who your state legislators are, you may also call your County Auditor or City Clerk.

Unable to Attend in Person

If you are unable to attend you can still call or email your legislators. Here is a sample message you might leave or send:

“ Hi, my name is _____ and I live in _____. I am (calling/emailing/writing) because I am concerned about the “Care-Gap” and worry that lowans will not receive the care and support they need because there won’t be direct care workers there to provide the care. Please include direct care workforce issues to your list of priorities.”

If You Care - We Need You There!

The morning orientation will be very important to our success at the Capitol. However, if you can’t attend the morning orientation and plan to join us at the Capitol, we will be set up in the East Wing/North Rotunda from approximately 1:30 - 4:00 pm.

Please call to let us know if you plan to attend or register online at www.iowacaregivers.org



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Iowa's Care Gap

YOU'RE INVITED Direct Care Workers' Day State Capitol

hosted by Iowa CareGivers Association



**Monday, February 15, 2010
Holiday Inn Downtown**

Mercy Campus • 1050 6th Avenue • Des Moines
Des Moines Room West

IF YOU CARE - WE NEED YOU THERE!

What is Direct Care Workers’ Day at the State Capitol?

This is a day that you, as direct care workers, and those who support you can talk to your legislators about who you are and what you do everyday. Our focus this year will be on educating legislators about the “Care Gap” and what legislators can do to make certain that there are enough direct care workers to serve the needs of lowans.

What is the “Care Gap”?

The “Care Gap” describes the crisis Iowa faces. The “Care Gap” is caused by too few direct care workers to meet the needs of an increasing number of older lowans and persons with disabilities.

FACTS:

- 10,000 NEW Direct Care Worker jobs to be filled by 2016.
- 3 of the top 10 high growth job areas in the next decade are in direct care.



ICA Mission:

Enhancing the quality of care by providing education, advocacy, recognition, and research in support of direct care workers.

**Iowa’s “Care Gap” and the
Growing Demand for Direct Care Workers**

AGENDA

- 9:30 am. Sign In and Continental Breakfast
- 10:00 am. Greeting
Betty Grandquist, ICA Board Chair
- 10:05 am. Partnership Award
Di Findley, ICA Executive Director
Vicky Garske, CNA, ICA Leadership Council
Laura Schroeder, CNA, ICA Leadership Council
- 10:10 am. Welcome
Tom Newton, Director, Iowa Department of Public Health
- 10:20 am. The “Care Gap”
John Hale, ICA Policy Director
Senator Jack Hatch (Des Moines)
- 10:45 am. Building Relationships With Your Legislators
Representative Lisa Heddens (Ames)
Atlantic’s Come Care With Me Video
- 11:15 am. Orientation for Capitol Visits and Lunch
John Hale
- 1:15 - 4:00 pm Visits to State Capitol
We will try to arrange transportation to and from the Capitol for those who need it.

Please RSVP by February 10, 2010 to 515-223-2805 or
888-710-2762 (toll free) or register online at www.iowacaregivers.org.
There is no registration fee. See reverse side for additional information.